WHRB

16 DUNSTER ST., CAMBRIDGE 38, MASS.

OWNED AND OPERATED BY HARVARD RADIO BROADCASTING CO., Inc.

UNiversity 4-9550

A PRESENTATION FOR:

RAFFI'S

HARVARD SQUARE

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WHRB IS THE MOST EFFICIENT MEDIUM FOR REACHING THE HARVARD COMMUNITY

WHRB IS THE HARVARD MAN'S OWN RADIO STATION

WHRB is student owned and operated radio station. Its policy is determined by its student management. The program is designed for students tastes, by other students aided by careful audience research. As a result, two out of every three radios in use at Harvard at any given time are tuned to WHRB

WHRB IS AN EFFECTIVE ADVERTISING MEDIUM

The best check on the effectiveness of an advertising medium is its past success, repeat customers prove that WHRB has been SUCCESSFUL for many advertisers, both national and local, large and small.

WHRB's repeat advertisers include the following:

PHILLIPS BOOK STORE
HARVARD COOPERATIVE SOCIETY
AMERICAN TOBACCO COMPANY
THE LEE HAT COMPANY
HARVARD BREWING COMPANY
HARVARD BARBER SHOP
THE UPPER STORY

AND.....

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WHRB IS LOW COST ADVERTISING

WHRB's low rates allow you to reach a large segment of the Harvard community with your selling message, while still operating on a small budget. WHRB's basic rate for a thirty second spot is still only $2.25. With this small investment, you reach audiences of from 10% to 20% of the 7,000 residents of the college and graduate school dormitories of Harvard.

AND.....

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SPONSORSHIP ON WHRB CARRIES EXTRA ADVANTAGES

WHRB's program sponsors gain the loyalty of the habitual program audience, as well as the cumulative values of reaching an audience regularly. Especially in the case of a program like WORDS AND MUSIC you will get a faithful audience attracted by an unusual program of high listener interest. WORDS AND MUSIC is a fifteen program featuring unusual music with excerpts from modern poetry and literature read by Sandi Rossman, one of the two female announcers heard on WHRB. The format of this program is admirably suited to the advertising of special and luxurious items.

AND.....

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WHRB FURNISHES THE PLUS VALUES THAT MAKE AN ADVERTISING CAMPAIGN SUCCESSFUL

In addition to the commercial time on a sponsors program, WHRB will supply,at no extra cost, regular promotional announcements, in the interest of building the audience for the program, and building up the association in the mind of the listener between the program, and the sponsor. Also, WHRB will provide, free, tasteful posters for point of sale use, which we will letter with any message desired, or which may be used for merchandise display.

THEREFORE.....

WHRB

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RECCOMMENDATION FOR RAFFI'S IN HARVARD SQUARE

We reccommend sponsorship of the weekly 15 min. program, WORDS AND MUSIC, heard over WHRB every Wednesday night at 7:45 p.m.

For the remainder of the broadcast term there will be eight programs, at a basic cost of $9.00 per broadcast.

8 15 min. programs at $9.00 ea. ----------	$72.00
Regular program promotional announcements --------	no cost
TOTAL CAMPAIGN COST	$72.00